

**READY TO LAUNCH  
BIG Y. M. C. A. DRIVE**

National Campaign for \$35,000,000 War Fund Begins Next Sunday

\$1,800,000 DUE HERE

**Pennies Are Bullets  
in Y. M. C. A. Campaign**

**PENNIES** given to Y. M. C. A. as good as bullets in helping to win the war.

Thirty-five million dollars at least needed to carry on the association's war work here and overseas. The task is colossal. Your support must be generous. Sacrifice to give!

What your money will do:

- \$12,500 will provide a Y. M. C. A. hut for 5000 soldiers for one year.
- \$8,000 will build one hut in America.
- \$15,000 will build one in France.
- \$1,500 will equip one hut.
- \$1,000 will provide one autotruck.
- \$250 will provide motion-picture outfit for the boys.
- \$100 will provide stationery for a month for one hut.
- \$50 will provide talking machine and records.



**MME. CHIQUITA MAZZUCHI**  
Italian war heroine, who is the guest of Mrs. Benjamin Miller, of School House lane, Germantown, preparatory to making an address at the Ritz-Carlton tomorrow night.

tion clothing and the withdrawal for actual warfare. The Y. M. C. A. keeps up the men, keeps them fit to do the very serious work they are sent to France to do. In other words, the Y. M. C. A. is a means to promote efficiency in the army and navy, and you business men know how to appreciate efficiency without any aid from me. The third part is performed by the Red Cross, which takes care of our wounded. The Y. M. C. A. and the Red Cross do not conflict or overlap; they complement each other and work in harmony."

Announcement was made of receipt of a letter from Major General Leonard Wood. "The Y. M. C. A. keeps the men as we would have them kept," it read. "The work in the cantonments is the greatest that the association has ever attempted. The Y. M. C. A. houses mean everything to the men behind the fighting lines. It is a work which means more than we can appreciate unless actually on the ground."

The war work campaigners have divided the State into fourteen district conventions. Each county also has been divided and will be canvassed. The council by the time the actual canvassing starts next Monday will have representatives and workers in every city in the State with a population of over 500. There are 125 men acting as directors. Mr. Bok is to be the principal speaker at a dinner to be given at Harrisburg Monday, November 12. Governor Brumbaugh, the Mayor of Harrisburg and other leading citizens are expected to be present.

Harrisburg proposes to finish up in three days the job to which the rest of the State will devote a week.

C. C. Michener, director of the Pennsylvania War Work Council, is to speak at Wilkes-Barre Sunday evening on the war work of the Young Men's Christian Association.

Mrs. Robert E. Strawbridge will address the Baltimore Women's Co-operative Committee of the Maryland War Work Council today. Doctor Mott will speak at Washington tonight.

Announcement was made that another thousand "Red Triangle" or Y. M. C. A. secretaries are to be appointed. More than 2000 now are in the field. These men include physical and educational directors. It is the aim of the organization to supply every service for which there is a demand.

The program planned for association buildings and auditoriums within the camps includes motion pictures, professional programs, and other forms of entertainment, such as mass singing, amateur dramas, etc. The plan for motion pictures involves the presentation of 8,000,000 to 10,000,000 feet of film a week. This service is provided at actual cost by the Community Motion Picture Bureau. A weekly newspaper of eight pages, "In Trench and Camp," is being published under the general auspices of the Young Men's Christian Association, for each of the thirty-two National Guard and National Army camps. The association buildings are freely placed at the disposal of army chaplains for religious services. The same building is often used in turn for Catholic, Protestant and Jewish services.

help in the drive. These men are of many different creeds, showing plainly, it was said, how the nonsectarian and purely war work of the association is being appreciated.

Relative to that, Mr. Bok said: "If somebody had told me a year ago that I would now be campaigning the State for the Y. M. C. A. I should have laughed at them. I was then among that rather numerous company who associated the Y. M. C. A. with a pious society that is disliked by some men, distrusted by others, believed that the Y. M. C. A. had a certain place in the life of our country, but I was perfectly willing that somebody else should do the work. I felt there was something wily-washy about it; but we were mistaken."

Dr. John H. Mott was the first to see that the Y. M. C. A. like all other institutions has been remade, become revitalized. The President of the United States divides war activities into three parts: The Government equips the men, supplies ammunition

Plans for the mighty \$35,000,000 drive of the Young Men's Christian Association war fund are well under way. It starts next Sunday and ends on November 19. The whole city and State have been organized. Philadelphia's minimum allotment is \$1,800,000. The campaign is to be nationwide.

Every effort is to be made to drive home to Philadelphians that the campaign is one of military efficiency. Every penny given to the Y. M. C. A. is as good as a bullet.

The association is vitally necessary to the army and the Allied line of the whole war. If any wallops is coming, it is coming from "over there."

The army fights not only on its shoes, but also on the spirit, condition, physical fitness and welfare of the men.

The Y. M. C. A. is a spiritual, physical, mental and moral supply train. It is needed and needed badly. Its war work has been commended universally. This is to be entirely a war campaign. Its whole object is to make more efficient soldiers for Uncle Sam. Help win the war! Such are the appeals which the association will attempt to drive home.

Starting next Monday, 200 Philadelphia, in ten teams, are to canvass the city for contributions. Final selection of the teams and captains, as yet, has not been made. Drage & Co., bankers, Fifth and Chestnut streets, will act as treasurer for the war work council campaign in this city.

Headquarters for the city campaign have been opened in the Ritz-Carlton Hotel. More than 300 members of the council discussed tentative plans for the campaign there yesterday as guests of Mrs. Robert E. Strawbridge, chairman of the women's co-operative committee. Plans for the State drive were launched by Edward Bok, chairman of the State executive committee and editor of the Ladies' Home Journal, speaking in Reading at the dinner in his honor given by the Reading Chamber of Commerce, the Rotary and Kiwanis clubs, last night.

Mr. Bok challenged any nine men in that city to join him in giving \$5000 each to the \$35,000,000 war fund for Berks County. The allotment for the State is \$3,500,000. The Reading campaign committee was given until next Monday to secure the nine men to make up the \$45,000 with which to start the drive. The \$25,000,000 allotment is for the entire nation.

Announcement was made at the local headquarters today that hundreds of applications have been received from public-spirited and prominent men, all anxious to

**Cleanliness is Half the Battle**

CONTRIBUTING funds or articles for the BOYS IN UNIFORM is, indeed, appreciated, but should include some of those necessities which they cannot find in their CAMP STORES.



**THEREFORE WE**  
REQUIRE including in every package **TEUBA TOILET SOAP**, the only sanitary form of soap manufactured that can be carried safely. Requires NO BOX, more EFFICIENT, no WASTE, and each tube has more WASHES than any cake of SOAP.

**IN THE TRENCHES "OVER THERE"**  
SURGEONS and RED CROSS NURSES, as well as OFFICERS and MEN, use and send for more of this **TEUBA TOILET SOAP**.

**PHILADELPHIA TO TAKE THE LEAD**  
and supply officers and men in the ARMY, NAVY and MARINE CORPS with THE best soap for them to use and carry.

\$50.00 will supply 500 men from 30 to 40 days  
\$3.00 will supply 50 men from 30 to 40 days  
\$1.00 will supply 10 men from 30 to 40 days  
.50 will supply 5 men from 30 to 40 days

BRING or send in whatever you wish, and we will see that the men get it. If you have relatives or friends in camp and want them to be supplied the same way, give us their names and address. We will see that they have what you have subscribed for; otherwise it will be sent through one of the regular organizations for this work.

**TEUBA TOILET SOAP**  
HAS been adopted by more of the RED CROSS and NAVY LEAGUE branches. Our boys should all have it for sanitary reasons as well as for efficiency. Send check, cash or money order at once to

**EASTERN SALES SYNDICATE**  
CENTRAL TRUST BUILDING  
PHILADELPHIA PENNSYLVANIA

**Liberty  
Bonds Free**

You've still more than three weeks in which to collect Freihofer Liberty Loaf labels. Begin now!

A hundred thousand Philadelphia homes are using Freihofer's Liberty Loaf and you can collect hundreds of labels right in your own neighborhood.

Think of it! A \$100 or \$50 U. S. Liberty Bond—redeemable in gold and paying 4% interest—for a little spare-time effort, collecting labels from Freihofer's Liberty Loaf, between now and November 30th!

**First Award  
A \$100 Liberty Bond**

for the largest number of Freihofer's Liberty Loaf labels.

**Ten Other Awards  
A \$50 Liberty Bond**

for each of the ten next largest numbers of Freihofer's Liberty Loaf labels.

Remember, no labels except those taken from Freihofer's Liberty Loaf will be counted.

Turn in your labels at Freihofer's Main Office, 20th & Indiana Ave., Saturday, Dec. 1, 1917.

Use Freihofer's Liberty Loaf and you'll save, not only labels for Liberty Bonds, but bread waste, too.

With this moist, palatable bread you'll have no stale ends or crusts; because it stays fresh for days. You'll eat every last morsel—won't waste a slice—thus helping to conserve the Nation's wheat.

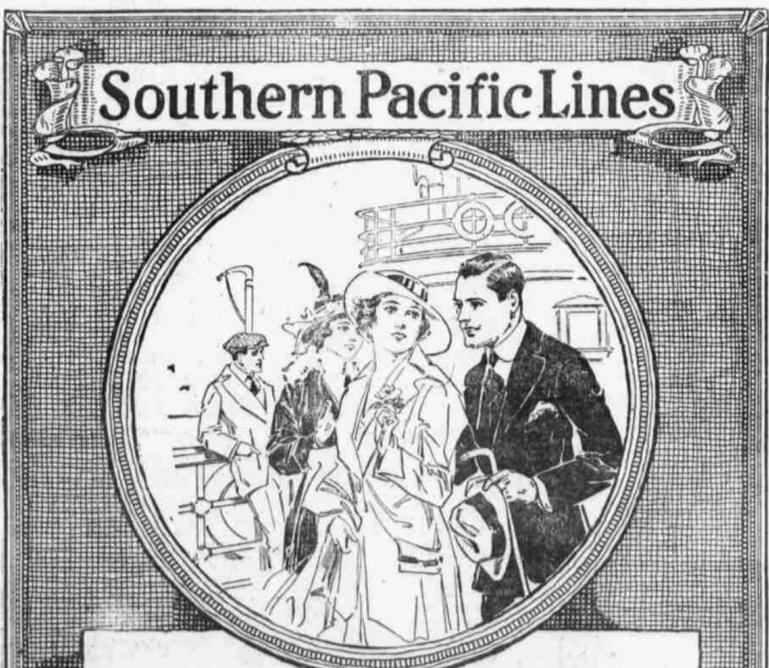
"Save a Slice of Bread a Day" by ordering Freihofer's Liberty Loaf.

At Your Grocer

**Large Double  
Size Loaves, 10c**



**Freihofer's  
Liberty Loaf**



**Southern Pacific Lines**

**HAPPIEST OF HOURS**

Broad, sunny decks for promenading or games; charming companions and bracing salt air add much to the delights of a trip on

**SOUTHERN PACIFIC STEAMSHIPS**  
"Morgan Line"  
NEW YORK AND NEW ORLEANS

Connections at New Orleans with "Sunset Limited" for Southwest and Pacific Coast.

Take the Apache Trail Side Trip on Your Way to California

In extending to the Southern Pacific Company, under the terms of the Panama Canal Act, the privilege of retaining the ownership and operation of the Morgan Line, the

**Interstate Commerce Commission said:**

"The existing service of these steamship lines between New York and New Orleans and Galveston is in the interest of the public and of advantage to the convenience and commerce of the people."

F. T. BROOKS, D. F. & P. A., Chestnut at 16th, Philadelphia

